

How To Mobilize Your Broadcast Audience



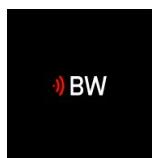
Written By
David Childers

www.ScenicRadio.Com

Relaxing Entertainment for the World

www.BroadcastingWorld.Com

Global Broadcast Information Portal



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About The Author

David Childers is the Content Manager for the Global Broadcasting portal www.BroadcastingWorld.com. He is very active in the Internet broadcast industry and has written numerous guides and a book about this growing technological field. He is also the webmaster of www.ScenicRadio.com, the global destination for relaxing entertainment.

Mr. Childers' work has been cited in several national and International publications, including these:

Five Essays on Copyright In the Digital Era
Turre Publishing

Research On High-Profile Digital Video Production
Digital Content Association of Japan

Video Podcasting in Perspective: The History, Technology, Aesthetics and Instructional Uses of a New Medium
Journal of Educational Technology Systems

Video Podcasting: When, Where and How it's Currently used for Instruction
The National Convention of the Association for Educational Communications and Technology

IP Packet Charging Model For Multimedia Services
National University of Rwanda

Preservation of audiovisual mediums: Problems and challenges
Platform for Archiving and Preservation of Art on Electronic and Digital Media

P2P Technology Trend and Application to Home Network
Electronics and Telecommunications Research Institute Journal

Peer To Peer Computing - The Evolution of a Disruptive Technology
Idea Group Publishing

Peer-to-Peer Systems and Applications
Lecture Notes In Computer Science
Springer Berlin / Heidelberg

Feedback

Please feel free to contact the author if you have any questions or comments. Your feedback is greatly appreciated.

You can contact the author here: www.KL7AF.com

Foreword

Greetings,

Welcome to another journey into the world of Internet broadcasting.

It is very important for broadcasters to use all available resources for promoting their station and for attracting more audience participants. The broadcaster's audience is an uniquely important resource that can be used for promotion. This group of people can be effectively used to attract more audience participants through viral promotional methods.

The musical inspiration for this guide is Albinoni - Adagio in G Minor.

I would like to thank Scarlet Coker for providing assistance with the editing of the manuscript and James Davey at Broadcasting World for allowing me the opportunity to create this guide.

It is my sincere hope that the reader finds this guide beneficial.

David Childers

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Posveèeno Neži Vidmar.



Consilio et animis.

The difficulties which I meet with in order to realize my existence are precisely what awaken and mobilize my activities, my capacities.

Jose Ortega y Gasset

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Introduction

The broadcaster's audience is both the consumer of the station's content and the source for advertising revenue. Maintaining and expanding the audience is very important for the success of a broadcast station. Several resources and options are available to accomplish this, however these methods often provide mixed results.

The broadcast audience is not only important as a statistic, but also as a resource that can attract additional people to listen/ view the station's broadcast or visit the station's website. Creating a grass roots movement using the existing audience can provide a viral promotional effect which can generate large amounts of interest and targeted traffic. This method of promotion can be implemented at a very low cost and yield very effective results.

It is recommended that a plan is created that effectively uses the audience as a resource for promoting the station. This plan should incorporate several methods to ensure that the maximum target potential is achieved. It is also very important to document how the different methods are used to achieve the desired results for future use.

It is essential to advise the station's audience not to resort to Internet spam. This reflects negatively and shows a very poor professional demeanor for the station. It is important for the broadcast audience to use creativity and stealth in promoting the station.

Social Media

There should be a social focal point for the station's audience. Once the station has this focal point, it is important to encourage the audience to utilize it. Engage the audience, interact with the audience, and make them part of the stations "family".

Create a station page using one or more of these Social Media networks.

- Facebook
- Google +
- Twitter
- LinkedIn
- Orkut

It is also important to include the following information on the stations social media network page:

- The station website address.
- The station logo.

Ask the station audience to:

- Visit the station's social media network page.
- "Like" the station's social media network page.
- Tag the station's logo.

Ask the station audience members to post the station's information on their social media feed.

This recommended information should include:

- The station logo.
- The station website address.

Ask the station audience to spread the word about the station social network page.

This request can be conveyed using these methods:

- On air announcements.
- On the station website.
- Station newsletter.
- Station blog.

Ask the station audience to encourage their social media network friends, regular friends and family to do the following:

- Visit the station website.
- To tag the station logo.
- To listen to the station broadcast.
- Post the station information on their social media news feed.

This recommended information should include:

- The station logo.
- The station website address.

Ask the station audience to E-mail, call, talk to, and encourage their friends and family to spread the word about the station.

Information

The station should provide a medium that will allow the station audience to remain informed of station events and news.

This can be done using several methods, which include:

- Creating a station blog.
- Creating community forums.
- Creating a station newsletter.

* It is important to create a method to allow people to sign up for the station newsletter.

Ask the station audience to:

- Visit the station's newsletter, community forums, and station blog.
- Register with and participate in the community forums.
- Spread the word about the station's newsletter, community forums, and station blog.

This request can be conveyed using these methods:

- On air announcements.
- On the station website.

Ask the audience members to post this information on their social media feed.

This information should include the following:

- Website address for the station newsletter sign up page.
- Website address of station community forums.
- Website address of station social media page(s).
- Website address of station blogs.

Ask the station audience to encourage their social media network friends, regular friends and family to:

- Visit these information pages.
- Register with and participate in the community forums.
- Post this information on their social media news feed.

This information should include the following:

- Website address for the station newsletter sign up page.
- Website address of station community forums.
- Website address of station social media page(s).
- Website address of station blogs.

Ask the station audience to E-mail, call, talk to, and encourage their friends and family to spread the word about the station.

News

The audience should be kept informed of station events, in addition to providing entertainment and educational information.

Submit news posts about the station to news sites.

Ask the audience to:

- Visit the news website.
- Vote for submitted news items.
- Post the news information on their social media feed.

This recommended information should include:

- The web address of the news posts.

Ask the station audience to spread the word about the news articles.

This request can be conveyed using these methods:

- On air announcements.
- On the station website.
- Station newsletter.
- Social media network.

Ask the station audience to encourage their social media network friends, regular friends and family to:

- Visit the news website.
- Vote on these news posts.
- Post this information on their social media news feed.

This recommended information should include:

- The web address of the news posts.

Ask the station audience to E-mail, call, talk to, and encourage their friends and family to spread the word about the station.

The following are popular social news sites where news can be posted:

- www.reddit.com
- www.digg.com
- www.metafilter.com

Youtube

Video allows the station to present information in a greater depth than what audio or text can offer.

Create a Youtube account for the station.

The following information should be included on the station's Youtube page:

- The station website address.
- The station logo.

Ask the station audience to:

- Visit the station's Youtube page.
- Subscribe to the stations' Youtube page.
- Vote for the station's individual Youtube videos.

Ask the station audience to post the Youtube information on their social media feed.

This recommended information should include:

- The stations Youtube page address.

Ask the station audience to spread the word about the stations Youtube page.

This request can be conveyed using these methods:

- On air announcements.
- On the station website.
- Station newsletter.
- Social media networks.

Ask the station audience to encourage their social media network friends, regular friends and family to:

- Visit the station's Youtube video page.
- Subscribe to the station's Youtube page.
- Watch the station's individual Youtube videos.
- Vote for the station's individual Youtube videos.
- Post this information on their social media news feed.

This recommended information should include:

- The station's Youtube page address.

Ask the station audience to E-mail, call, talk to, and encourage their friends and family to spread the word about the station.

Pictures

Still images can provide a great depth of expression and feeling that text or audio can convey.

Create a picture community page for the station.

The following information should be included on the stations picture page:

- The station website address.
- The station logo.

Ask the station audience to:

- Visit the station's picture page.
- Subscribe to the station's picture page.
- Vote for the station's individual pictures.
- Post the station's picture page information on their social media feed.

This recommended information should include:

- The stations picture page address.

Ask the station audience to spread the word about the station's picture page.

This request can be conveyed using these methods:

- On air announcements.
- On the station website.
- Station newsletter.
- Social media networks.

Ask the station audience to encourage their social media network friends, regular friends and family to:

- Visit the station's picture page.
- Subscribe to the station's picture page.
- Vote for the station's individual pictures.
- Post this information on their social media news feed.

This recommended information should include:

- The station's picture page address.

Ask the station audience to E-mail, call, talk to, and encourage their friends and family to spread the word about the station.

The following are popular social media sites where pictures can be posted:

- www.photobucket.com
- www.flickr.com
- picasa.google.com
- www.imageshack.us

Promotional Content

Promotional material can be used to quickly and effectively drive traffic to the broadcast stations website. It is very simple to create quality promotional content that the station audience members can download, print and use. Once the content has been downloaded and printed, it can be displayed or distributed.

Some examples of promotional content include:

- Bumper stickers
- Logo stickers
- Fliers

Ask the station audience to:

- Visit the promotional content download page.
- Use the downloaded content.
- Post the promotional content information on their social media feed.

This recommended information should include:

- The stations promotional content page address.
- What type of station promotional content is available.

Ask the station audience to spread the word about the picture community page.

This request can be conveyed using these methods:

- On air announcements.
- On station website.
- Station newsletter.
- Social media network.

Ask the station audience to encourage their social media network friends, regular friends and family to:

- Visit the promotional content page.
- Use the promotional content.
- Post this information on their social media news feed.

This recommended information should include:

- The station's promotional content page address.
- What type of station promotional content is available.

Ask the station audience to E-mail, call, talk to, and encourage their friends and family to spread the word about the station.

Designing the promotional content

Specific information should be used in designing and creating the promotional content.

This information includes:

Who - Name of station.
What - What type of station it is - genre of content being broadcast.
Where - Web address of station website.
Why - Why people should listen/ watch.

Tips for designing the content include:

- Font should be easily read.
- Standard business English should be used, not slang.
- Images should not be overpowering.
- Check content grammar.
- Check content spelling.
- Balance text and graphics.
- Balance colors used.
- Balance images and text.

Free software that can to assist with the design and creation of this content:

Graphic editing:

- www.gimp.org

Document design:

- www.openoffice.org

- www.libreoffice.org

The following are popular social media sites where documents and publications can be posted:

- www.issuu.com

- www.scribd.com

- www.doxtop.com

- www.docstoc.com

- www.edocr.com